



The 7th C-Suite Seminar

OPTIMAL STRATEGIC PLANNING *Business lessons from the Pandemic*

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Uphold public interest

PRESENTATION OUTLINE



Strategic Planning



Assessing & dealing with Risk



Lessons from the Pandemic



So what then...



Q&A

As a business leader...



What does strategic planning mean for you?

...would you say its overrated?

Text book strategic planning involves...



Set priorities



Focus energy & resources



Strengthen operations



Align staff/stakeholders goals



Agree on intended outcomes



Evaluate progress & change approaches whilst moving fwd

What optimizes strategic planning?

Risk is at the Centre of Optimal Strategic Planning...

So if risk changes all the time...

Does risk means different things to different people?



If you don't take risks, you will always work for someone who does

If you don't invest in risk management, it doesn't matter what business you are in, it's a risky business... Gary Cohn

Risk is not a bad thing, but...



It comes from not knowing what you are doing ... Warren Buffet

Even a correct decision is wrong when it is taken too late... Lee Iacocca

And a wrong decision taken quickly is better for an organisation...than indecision!

This is no way to deal with risk!



Risk versus Change...



***Is change synonymous with risk
where business is concerned?***

They say the only constant is change



The environment is constantly changing... and can be challenging...infact, who would have thought that:-

- *Airlines world over would ground their planes*
- *Schools closed for months on end*
- *Zoom what? Online learning? Virtual AGMs?*
- *Remember when you could shake hands?*
- *Barakoa - didn't we use to find the Japanese queer?*
- *Golf without caddies?*

15 years ago...these Cos did not exist..



\$15



\$8.5b



\$35b



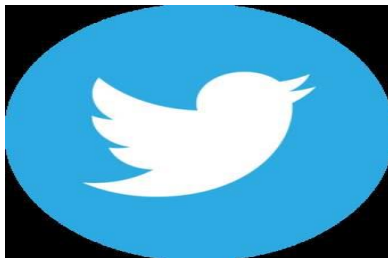
\$10b



\$22b



\$4b



\$18b



\$60b



What industry are you in?



Your biggest competitor going forward might not be in existence today!

...and what you are doing today might not be what you will be doing tomorrow...

Are there businesses doing well at this time?

Just this year (actually because of the pandemic)...these companies have thrived...



Linear versus exponential...



1,073,741,824

40,075 kms

26 times!

So what has the pandemic taught us?



About those 5 years strategic plans?...do they work?



☐ **People first – employees'/customers' safety**

Flexi time (concept) – now working from home is norm. Many Cos are reporting increased productivity!

☐ **Reset button/agility**

Take advantage – most useful skill is ability to adapt, re-invent (Kodak..)

☐ **Identify/respond to risk...fast!**

No time for perfect answers...learn to operate in crisis mode. Be comfortable with change

1st world, 3rd world, multinational conglomerates, SMEs..."equalized"!



❑Crisis amplifies flaws

New customer buying habits and expectations changing daily. Importance of technology

❑What global markets?

Geographical borders closed...impact on regional businesses?

❑What future?

Surprise customers today with possibilities not thought possible. Digital transformation vital.

What then...?



Size doesn't matter...it's all about versatility.



The future is here and the past will never be back – partnerships are key!

Be pro-active. Keep in touch with customers even though they are not buying from you right now.

We are never going back to how things were. Get used to the NEW “normal”

The End



Thank you
very much ladies and
gentlemen!

